

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Denison W. Bollay

Application No.: 09/895,495

Confirmation No.: 8143

Filed: June 28, 2001

Art Unit: 3622

For: DISPLAYING AS A MAP AND GRAPHS ON
A WEB PAGE THE GEOGRAPHICAL
DISTRIBUTION OF VISITORS THAT CLICK
ON BANNER ADS IN CYBERSPACE

Examiner: N. Boveja

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated November 26, 2007, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.